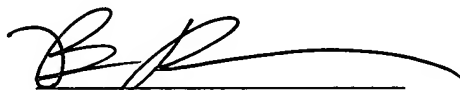## REMARKS

With the foregoing amendment, claims 1-23 are pending in the application, with claims 1, 14, and 23 being in independent form. It is believed that no new matter has been added to the application. Prompt and favorable consideration of the present application is respectfully requested.

Attached hereto is a marked-up version of the changes made to the specification by the current amendment. The attached page is captioned "**Version with markings to show changes made**."

Respectfully submitted,

Date April 27, 2002

Brian S. Rosenbloom
Registration Number 41,276

Mintz, Levin, Cohn, Ferris,
    Glovsky and Popeo, P.C.
11911 Freedom Drive, Suite 400
Reston, VA 20190
Telephone 703/464-4800

<u>Version with markings to show changes made</u>

In the Specification

The paragraph beginning at line 7 of page 9 has been amended as follows:

The video image specification may also be time driven. That is, at least some of the assets (e.g., advertising banners, music trivia, and news) specified by the video image specification are determined as function of time, regardless of which sound recording is currently playing. <u>That is, certain assets are selected based on, for example, the time of day rather than based on the sound recording that is playing.</u>

The paragraph beginning at line 10 of page 13 has been amended as follows:

After creating the data packet in either step 336 or 340, video subsystem 104 transmits the data packet to audio/video transmission system 170 (step 342). After step 342, control passes [back] to step 344. In step 344, video subsystem retrieves from a storage unit 186 the visual media assets specified in the data packet and transmits the assets to transmission system 170 if storage unit 185 does not contain the assets. <u>After step 344, control passes back to step 332.</u>

The paragraph beginning at line 13 of page 14 has been amended as follows:

If it is determined that Buy button 250 and/or Buy-Previous button 251 should be included in the video image transmitted to receivers 180, then control passes to step [374] <u>376</u>, otherwise control passes to step [376] <u>374</u>.

The paragraph beginning at line 23 of page 14 has been amended as follows:

Alternatively, transmission system 170 does not perform step 376. Rather, if it is determined that Buy button 250 and/or Buy-Previous button 251 should be included in the video image created in step 372, then transmission system 170 sends one or more commands to receivers 180 that direct the receivers 180 to overlay Buy button 250 and or Buy-Previous button 251 onto the [vide] video image transmitted in step 378, provided that receivers 180 are capable of overlying selectable buttons.

The paragraph beginning at line 23 of page 17 has been amended as follows:

In step 504, video subsystem 104 parses the trigger message to determine the sound recording identifier, sound recording information, and channel identifier specified therein. Next (step 506), video subsystem 104, uses the pre-defined configuration data to determine a set of assets identifiers that are associated with the sound recording identifier last determined in step 504. Video subsystem 104 then determines the screen position that is associated with each asset identifier in the set (step 508). The asset identifiers determined in step 506 and their associated screen positions determined in step [509] 508 are included in the data packet (step 510).

The paragraph beginning at line 13 of page 22 has been amended as follows:

Referring now to process 900, process 900 begins in step 902, where video image generator 702 waits to receive from video subsystem 104 a data packet 732, which comprises a [vide] video image specification. When a data packet 732 is received, control passes to step 904, where video image generator 702 parses the video image specification contained in the data packet 732 to determine the set of asset identifiers specified therein and the screen positions associated with each asset identifier. After step 904, control passes to step 906.

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